

ANAHEIM PUBLIC LIBRARY



Haskett Branch Library



Plan of Service



PLAN OF SERVICE - ACKNOWLEDGEMENTS

DEDICATION

To the Can Do spirit of Haskett Branch staff who showed their community the possibilities of a “real” library. To West Anaheim Community Groups for years of participation and active support for a “real” library to serve West Anaheim. To the City Council for supporting the project vision for a “real” library in the City’s Capital Improvement Plan.

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PLAN OF SERVICE – PURPOSE

The 2002 Plan of Service serves as a map for the future of the Haskett Library, a Branch of the Anaheim Public Library system and a community anchor for West Anaheim. The plan is an outgrowth of a community needs assessments of West Anaheim, the Haskett Branch Library service area, a building assessment of the existing 7,500 sq. ft. facility, 5 years of extensive community planning, and 40 years of community based library service from the existing Haskett Branch. The purpose of this plan is to provide direction and establish priorities to meet Haskett community's library service needs during the next decades. It is the product of an intensive public participation process engaging representatives from diverse stakeholders. It supplements and complements other City, community and Library Services Division planning. It reflects the vision and goals of the City of Anaheim Library Services Division Strategic Plan 1997.

Recognizing that demand for services and materials will always exceed funding availability, this Strategic Plan serves to guide the future development of the Haskett Branch Library and establish priorities for resource allocation, programming, and collections. The Plan will be reviewed annually and updated every five years to incorporate newly emerging issues and reflect changes in the West Anaheim community.

The Plan will guide the development of specific short- and long-term actions for delivery of services for the Haskett Branch Library. Library staff will participate in the implementation of the strategies and actions contained in the Plan of Service. Measurable objectives from the Plan will be built into each employee's annual Performance Plan to assess their success in supporting the strategic goals for Haskett Branch Library.

PLAN OF SERVICE – SCOPE

This plan of service focuses on library services, anchored at an expanded Haskett Branch Library to serve a distinct community of 65,000 residents living west of Brookhurst Avenue to the westernmost border of Anaheim. The plan, based upon earlier planning studies and the needs identified during the extensive community analysis done in Spring 2002 describes the library programs and services that will support the roles and goals of the Haskett Branch Library, part of the Anaheim Public Library. The vision of service developed initially during the 1997 Anaheim Public Library Strategic Planning process has been refined and focused for Haskett Library and has been developed as an essential element of the West Anaheim Vision, a revitalization plan for this community. It provides a foundation to guide the planning process, unify direction, encourage communication, evaluate choices, organize action, motivate achievement and sustain action for implementation.

PLAN OF SERVICE – PROCESS

The Haskett Branch Library Project has been five years in planning as an integral part of an overall concept of neighborhood revitalization for West Anaheim. During this period of extensive community planning, service demand at this small existing Branch has exploded. The plan of library service for Haskett Branch Library, developed to



specifically service parts of West Anaheim, is based on two equally vital components – collaboration and communication with community groups developing a Vision for West Anaheim, and on site, hands on delivery of library services from an existing branch facility since 1962.

Although unique, the service plan and needs of Haskett Branch Library are part of a larger system and political entity. The plan of service for Haskett Branch is founded on five previous or concurrent plans. Each of these independent but related planning processes included a steering committee, demographic survey, community surveys, and community focus groups or meetings. The Haskett Plan of Service is set within the vision, mission, and goals of the:

City of Anaheim General Plan, 2002.
Community Services Department, City of Anaheim, Strategic Plan, 2001-2002
West Anaheim Vision, 2000
Anaheim Public Library Strategic Plan, 1997
Anaheim Neighborhood Improvement Plan, 1997

PLAN OF SERVICE - METHODOLOGY

A variety of methodologies have been utilized to collect and analyze the Haskett Branch library service-level data used in developing this Plan of Service. These included the following:

Stakeholders

The Community:

These include residents and businesses located within West Anaheim. They are the direct recipients of the products and services that the Library provides. Specifically this category includes homeowners, renters, businesses, religious and service organizations, school districts, and neighborhood groups. Outside stakeholders include people that come into Anaheim to work and neighboring cities residents.

The City:

The Mayor and City Council, the City Manager, citizen's advisory boards, and City managers on working groups, including the Neighborhood Improvement Group.

The Library:

Those with direct responsibility for providing Library services. They include the appointed library board trustees, library managers, employee organizations, and Haskett Branch staff.

Stakeholder Input Opportunities

Meetings (the Library had representation at all groups)

Regularly monthly or scheduled meetings of
The West Anaheim Neighborhood Council
City of Anaheim Neighborhood Improvement Group



West Anaheim Planning Group for Vision West Anaheim
Motel Families Alliance
City of Anaheim Community Development Advisory Board
ARCC – Anaheim Religious

Community Workshops

Brookhurst Corridor Workshop (2000)
West Anaheim Community Workshop (General Plan) September 2001

Surveys

West Anaheim Planning Group - Distributed at community workshops and distributed at Haskett Branch Library
Brookhurst corridor Community Planning Program – Neighborhood Survey
Planning Survey – distributed at public meetings and mailed to all households along Brookhurst Corridor
Haskett Branch Library - Patron Comment cards distributed at Haskett Branch Library since 1998 were reviewed and compiled for concerns/suggestions

Haskett Branch Library Plan of Service Focus Groups

Six focus groups gave community and Library staff members a facilitated opportunity to exchange ideas and vision for the needs of the Haskett Branch Library.

Steering Group

The Maxwell Park/Haskett Library Workgroup coordinated the development of all phases of the Haskett Branch Library Project. The members of the group are listed in the Acknowledgements.

Demographic Research and Document Review

Anaheim Demographics (PowerPoint Presentation on Census 2000), City of Anaheim Administration and Executive managers meeting, March 6, 2002
Anaheim InsideOut. Strategic Plan. Charting a Course of Action. 2000. Internal report.
Anaheim Vision: City of Anaheim General Plan & Zoning code Update. Prepared by The Planning Center. Costa Mesa, Ca: January 2002.
City of Anaheim. Community Services Department. Strategic Plan: Implementation Action Plan. 2001-2002 Update.
City of Anaheim. Community Services Department. Comprehensive annual Financial Report. Budget 2000/01. "Reinventing the Anaheim Public Library" 2001.
City of Anaheim. Division of Library Services. Strategic Plan. 1997
Neighborhood Improvement Group. Anaheim Neighborhood Standards: "Libraries – Standards for Service". 1998
Vision Input Report: A summary of Issues and Visions as Identified by City Officials and Residents of Anaheim. Prepared by The Planning Center. Costa Mesa, Ca: October (October 17) 2001
Anaheim Public Library. Haskett Branch Library Needs Assessment Study and Building Program. Prepared by Raymond M. Holt. Carlsbad, Ca: April 2002.

Service level Documentation and Benchmarking

Data was obtained directly from Anaheim Public Libraries, the Tri-City Network, Santiago System libraries, and the 2001 edition of California Library Statistics.



Financial Analysis

Multi year Data on expenditures and revenues for the system and individual branches and programs of the Anaheim Public Library.



3. PLAN OF SERVICE - MISSION

VISION:

A center for lifelong learning which creates a link to the past and a bridge to the future.
A technologically advanced and people-friendly center for access to information and knowledge.
A center without cultural, physical, economic, or time barriers to use of the library.
A focal point for celebrating the culture and community of West Anaheim.

HASKETT BRANCH LIBRARY MISSION:

A patron focused library – accessible, diverse, and effective - promoting literacy, lifelong learning and leisure activity. A caring, helpful, supportive environment where people meet to discover diversity and delight in community. A center for recreating a sense of neighborhood and social cohesion.

This Mission statement supports and is linked to the missions of the Library, City, and Community of West Anaheim* (Appendix A)

BACKGROUND

The 7,500 square feet Haskett Branch Library was built and opened in 1962 to serve a West Anaheim population of 13,000. The Branch initially served residents of the new single family homes constructed in the post WWII boom. Over the decades as land and housing costs increased, so did the population density of this area. Aging motels, older housing stock, and remote landlords created conditions for overcrowded substandard housing. The neighborhood became not only increasingly dense, but also increasingly diverse. Newer residents, some new immigrants, relocated to West Anaheim for nearby service jobs in the tourist industry that is the economic engine of southern California. This higher density, lower income area became a magnet for crime and blight.

In 1997, as part of an emerging Citywide Neighborhood Improvement Project for West Anaheim and as an outcome of the 1997 Library Strategic Plan, Haskett Branch was restored to a comprehensive services branch library replacing the community reading center that had been the focus of service since 1987. The changing demographics, evolving library services, and growing population mandated library services that could address and abate some of the community challenges:

- Residents segmented by length of residence, language, ethnicity, and economics
- Increasing household density
- Overcrowded schools with limited resources and inadequate technology
- A growing population of youth at risk
- Emerging importance of technology as a library service
- Increasing community expectations for meeting space and cultural activities
- Isolation from the Center of Anaheim by distance and freeways



As the only municipal service building in the Haskett service area, the Haskett Branch Library committed its resources to rebuilding and re-engaging the community through its mission of literacy, learning, and leisure support.

The Library, through representation and participation in City and Community groups worked collaboratively to use its resources to meet the needs of the changing community of West Anaheim. Forced by lack of space to prioritize its services, Haskett Branch Library expanded services and resources to support the low-income families and high-risk students at the cost of service to the many adult users already long time patrons of this Branch.

In the 5 years since the restoration of this branch to a full service range, usage has increased 140%. Until 2002, Haskett was the fastest growing service outlet in the Anaheim Library System. This growth has been halted by a critical lack of space, not by a tapering off of need. The success of Haskett Branch Library for the City and the community is

PLAN OF SERVICE – CURRENT SERVICES

Haskett Branch Library is one of five service outlets in the Anaheim Public Library System. Each branch is intended to function as a community anchor with a full range of library services, shaped by the specific needs of surrounding neighborhoods. Haskett is the primary branch for West Anaheim. The branches are supported by the resources of a Central Library, system program support, a state of the art technology infrastructure, and daily delivery.

Haskett Branch Library provides only 7,500 sq. ft. of library service space to a surrounding neighborhood of 65,000 and an extended community of 82,000. In 5 years, this branch, although the smallest, has become one of the busiest in the Anaheim Public Library system. Its circulation has doubled in less than 10 years, although population has only increased 34%.

The small space in this out of date facility with limited infrastructure for technology has forced the Haskett Branch to prioritize services and collections. Surrounded by multi-ethnic families and schools marked by low literacy rates and low incomes, Haskett Branch is presently emphasizing Youth Services. The overcrowding, low-test scores, and non-existent connective technology at the local schools have made outreach to local schools a priority. All schools within walking distance now have regularly scheduled “library days”. Library card campaigns at local elementary schools have increased family evening use. Haskett supports after school homework assistance. Half of the public computer workstations are loaded with educational or productivity software that supports students. Children and families account for more than 65% of the circulation. Since 75% of Haskett programming service is to local youth, this Branch is a vital link to learning. Active outreach programs to local schools are evident by the 2,000 plus students visiting this small branch each month – and every month, since the local district is on a multi-track year round schedule to cope with overcrowding. With all of this activity focused on families and youth, it



The level of activity focused on students, youth and families leaves another major service group, adult readers and learners, underserved. A monthly adult book club is the only current program targeted to adult users. Adults do use the library regularly, as both registration and circulation confirm, for computers, videos, popular materials, and non-fiction, but their collections and resources do not reach the level that should be provided to meet demand.



4 PLAN OF SERVICE – GOALS AND OBJECTIVES

HASKETT BRANCH LIBRARY - PRIMARY LIBRARY FUNCTIONS

As part of the Anaheim Public Library System, the Haskett Branch Library supports the goals and objectives already identified in the 1997 Strategic Plan. The following functions, goals and objectives have been selected to meet the priority service needs of West Anaheim, the community of service for Haskett Branch Library.

The following functions will be critical to the provision of effective and innovative services at Haskett in the future. The user surveys and focus groups conducted in Spring 2002 confirm the need for traditional and specific space in the library as well as access to new collections and information resources. In addition, collaborative work with local community groups confirms the need for the library as a welcoming, gathering place in West Anaheim. In carrying out its vision, the Haskett Branch Library will function in one or more of the following roles:

Literacy and Reading

The Library promotes the power and empowerment of reading from pre-school through retirement. Broad collections in multiple languages support diverse reading interests. Storytimes, Family Literacy, Book Clubs, and L.I.F.E., Anaheim Library's adult literacy program, develop fundamental skills for life.

Computer Access and Literacy

Computer access and literacy are increasingly a necessary for education and employment. The digital world has left many adults with neither driving guides nor vehicle for the information highway. Many West Anaheim households are without a computer or Internet access. Computer resources are often not available at home, school or work for pupils and workers in low-income areas or occupations. This is particularly true for Hispanics and African-Americans. The Library will remove barriers to computer access and literacy by providing public access computing with appropriate software and high-speed connectivity to other local resources and to global web sites. Workshops for different audiences and learning levels will support computer literacy.

Formal Learning Support

The Haskett Branch Library serves students at nine K-12 schools, three adult school programs, and one community college. Many of these schools are overcrowded, lacking adequate school libraries, and without the technology infrastructure to provide access and support in using electronic information resources.

Neighborhood Resource Center

The Library is an anchor for the residents of West Anaheim. Information resources, in various media and technology, inspire generations of users to access resources on site or remotely. Space for individual reading or study, families, group learning, or community gatherings is provided in a welcoming, comfortable environment. The Library serves as a focal point for meetings, discussion groups, clubs, and informational workshops. It's a place for individual learning, cultural exchange, community events, art exhibits and performances.



Collaborative efforts between the Public Library and businesses, schools, and community groups enhance the services the Library provides. Cooperative agreements with other libraries provide access to significantly more resources for Haskett patrons. Referrals and dissemination of information related to services provided by other community agencies and organizations support the needs of the wider community.

Diverse User Groups

The diverse groups using the library in West Anaheim will find collections, spaces and services to meet their needs. Materials of interest will be available to all age groups. Literacy services will be available. Works in languages other than English will be provided. Bilingual services and programming will be a priority. An environment for quiet reading and study is essential.



4. PLAN OF SERVICE – GOALS, OBJECTIVES, SERVICE INDICATORS

LITERACY AND READING GOALS, OBJECTIVES AND SERVICE INDICATORS

Goal: Improve literacy and increase reading competence for Children, Young Adults and Adults.

A. Objectives: Programs and Services

1. Provide Story-times for toddlers, preschoolers and children in the primary grades; reading clubs for children in the third to sixth grades; summer reading programs and book discussion groups for adults and other reading incentives programs for patrons of all ages.
Service Indicator: attendance and participation statistics
2. Create Book-Talk presentations for delivery at junior high and high schools
Service indicators: number of talks; circulation of materials presented at book-talks
3. Conduct class visits to the Library from elementary, junior high school and Adult Education classes.
Service Indicator: number of classes visiting the library
4. Present Tutor Training Workshops for Literacy Program.
Service indicator: number of tutor/student matches
5. Assist students with locating materials for school assignments.
Service indicators: number of requests for assistance; in-house use of library materials
6. Develop cultural programming to assist the residents of the service area in gaining a broader understanding of their neighbors.
Service indicator: program attendance
7. Increase access to electronic resources to assist the community, both inside and outside a computer lab, in learning the use and applications of technology.
Service indicators: PC use statistics; attendance at computer lab workshops
8. Create a Lifelong Learning Center with information on jobs, the search process for job seekers, continuing education, personal finance and related topics.
Service indicator: user seat counts; in-house use counts
9. Provide word processing computers and printers for public use in preparing resumes, letters and other needed documents.
Service indicator: use counts

B. Objectives – Collections and Resources

1. Develop a collection of 100,000 items, including media, for a use by the residents of the service area.
Service indicator: collection size
2. Maintain current and relevant collections for patrons of all ages.
Service indicators: circulation statistics; unfilled requests lists
3. Review collection annually for outdated items and items no longer relevant
Service indicator: number of items withdrawn
4. Ensure timely arrival of bestsellers and highly topical materials.



Service indicator: orders from McNaughton and Booking Ahead bestseller lists placed within three days of receipt of lists

5. Collect and analyze patron suggestions and unfilled requests for new materials.

Service indicator: written documentation; number of items ordered from the documentation gathered

6. Maintain support collections of high interest materials and materials on basic reading and reading improvement skills, for new readers of all ages.

Service indicator: collection size; circulation of collection

C. Objective – Spaces

1. Design, designate and maintain spaces for quiet browsing, reading, study and research away from Children's story-time area.

Service indicator: reader seat use counts; patron complaints regarding noise levels

2. Create a homework center for students to work collaboratively on projects away from quiet seating areas.

Service indicator: user seat counts; patron complaints regarding noise levels

3. Develop lab areas for computer instruction workshops.

Service indicator: number of workshops offered; workshop attendance

4. Design and maintain a Family Literacy Center where children and their families can browse collections, discuss and utilize library materials without having to maintain a strict standard of quiet and without disturbing those using quiet study areas.

Service indicator: successful integration of functions; number of patron complaints regarding noise levels.

5. Create story-time and crafts spaces, separating high noise-level activities from the other library functions.

Service indicator: number of patron complaints regarding noise levels

6. Utilize small study rooms for group work on school projects and literacy tutoring sessions.

Service indicator: use schedules for group study rooms

7. Encourage the outdoor Reading Garden for quiet reading and study

Service indicator: reader seat use counts



4. PLAN OF SERVICE – GOALS, OBJECTIVES, SERVICE INDICATORS

COMPUTER ACCESS AND COMPUTER LITERACY

Goal: Remove barriers to computer access and literacy for the residents of the service area.

A. Objectives – Services

1. Provide access to a minimum of forty-two public service computers and printing services during all hours of opening.
Service indicator: computer use statistics
2. Expand Internet access for additional computers
Service indicator: Internet use statistics
3. Supply selected database products relevant to the needs of the residents (example: Mitchell's or Chilton's on-line automobile manuals for those wishing to make their own repairs)
Service indicator: database use statistics
4. Conduct workshops on the basic use of the computer, in the adult/young adult lab or the children's mobile lab, for English and Spanish speakers.
Service indicator: workshop attendance
5. Implement workshops on the use of the Internet, in the adult/young adult lab, for English and Spanish speakers
Service indicator: workshop attendance
6. Provide access to word processing computers for adults and young adults; supply AlphaSmart word processing keyboards for children
Service indicator: computer use statistics; alpha-smart use statistics

B. Objectives – Collections

1. Develop materials collections (including videos) on the selection, purchase, use, repair and upgrade of computers in English and Spanish.
Service indicator: turn-over rate of collections
2. Supply a collection of materials on computer applications in English and Spanish
Service indicator: turn-over rate of collections

C. Objectives – Spaces

1. Designate computer lab space to be used for adult and young adult computer instruction and for user access
Service indicator: number of workshops; computer use statistics
2. Create a mobile lab for the children's area to be used for group instruction and individual access
Service indicator: number of workshops; computer use statistics
3. Provide access to word processing computers and printers in the Copy room
Service indicator: computer use statistics



4. PLAN OF SERVICE – GOALS, OBJECTIVES, SERVICE INDICATORS

FORMAL LEARNING

GOALS, OBJECTIVES AND SERVICE INDICATORS

Goal: Support Formal Learning - Kindergarten through Twelfth Grade

A. Objectives: Programs and Services

1. Assist students at the Adult, Young Adult and the Children's service desks in locating information and materials for school assignments.
Service indicator: service desk statistics
Employ bi-lingual staff to assist Spanish speakers at the Adult, Young Adult and Children's desks in locating information and materials for school assignments.
Service indicator: service desk statistics for bi-lingual assistance
2. Provide access to the Internet for student research.
Service indicator: Internet use statistics
3. Make available to students Alpha-Smart word processing keyboards, cabled to a computer and printers, for student to use in the preparation of their homework assignments.
Service indicator: Alpha-Smart use statistics
4. Conduct tours for students at all levels introducing the library's resources and services for curriculum support.
Service indicator: number of tours scheduled
5. Develop workshops designed to teach students how to prepare homework assignments.
Service indicator: program attendance
6. Prepare bibliographies, pathfinders, web-site topical lists and other tools for student use in the preparation of homework assignments
Service indicator: number of items distributed
7. Facilitate Reading Readiness through storytimes.
Service indicator: Storytimes attendance, number of storytimes

B. Objectives – Collections

1. Develop a Reference Collection of 900 current sources
Service indicator: number of items in the Reference Collection
2. Maintain a current and relevant Reference collection
Service indicators: copyrights dates; track usage
3. Review collection annually for outdated, superceded, or infrequently used items
Service indicator: number of items withdrawn
4. Provide expanded access to curriculum related electronic resources
Service indicator: use statistics
5. Expand K-12 fiction and non-fiction collections to meet the needs of students
Service indicator: collection use and turnover rate statistics for targeted areas
6. Ensure currency of the collection by withdrawing outdated items
Service indicator: number of items withdrawn



C. Objectives – Spaces

1. Designate areas for elementary and junior high student seating and collections
Service indicator: user seat counts
2. Establish a homework study room for teenagers
Service indicator: user seat count
3. Create small group study rooms for students working on collaborative projects
Service indicator: usage counts
4. Provide technology space for children to use AlphaSmarts and computers for homework assignments.
Service indicator: user seat and computer use counts
5. Implement the mobile lab concept for children to utilize different spaces for computer access and for training workshops for all ages.
Service indicator: user seat and computer use counts



4. PLAN OF SERVICE – GOALS, OBJECTIVES, SERVICE INDICATORS

NEIGHBORHOOD RESOURCE CENTER

GOALS, OBJECTIVES AND SERVICE INDICATORS

Goal: Function as a Resource Center for the entire west Anaheim community

A. Objectives - Services

1. Provide on-site access to the resources of the entire Anaheim Public Library system
Service indicator: database use counts; intra-library loan use counts
2. Supply remote home access to the library's catalog, magazine index, educational and vocational test products and other database products
Service indicator: database use counts (by hour)
3. Partner with the North Orange County Community College District Continuing Education program to offer ESL classes at the branch library
Service indicator: number of classes; class attendance
4. Develop cultural programming, including performances, for all ages
Service indicator: number of programs; attendance at programs
5. Display cultural and artistic works, artifacts and materials
Service indicator: number of displays
6. Provide a variety of programming of interest to families, parents, adults and senior citizens
Service indicator: number of programs; attendance
7. Partner with public agencies to disseminate information at the library
Service indicator: number of agencies working in partnership with the library
8. Provide volunteer opportunities to teenagers, adult and senior citizens to assist with special programming, summer reading programs and with daily activities
Service indicator: number of volunteers; number of volunteer work hours

B. Objectives – Collections

1. Develop a specialized collection to support ESL classes
Service indicator: circulation of materials
2. Select materials of interest to the different cultural groups in the community
Service indicator: circulation of materials
3. Provide topical materials to support the community workshops
Service indicator: circulation of materials
4. Maintain a collection that is of interest to life-long learners
Service indicator: circulation of adult materials

C. Objectives - Space

1. Provide community meeting room space adequate to meet the needs of west Anaheim groups, associations and service clubs
Service indicator: number of community room bookings



2. Create small group study spaces for student group use, literacy tutoring and other activities involving four to six people
Service indicator: number of bookings
3. Supply adequate seating for the residents of west Anaheim to pursue their reading and informational interests in a quiet area
Service indicator: reader seat use counts in the adult areas
4. Design a pleasant outdoor Reading Garden taking advantage of the park view
Service indicator: reader seat use count
5. Utilize the meeting rooms and outdoor Reading Garden for special programs, performance and exhibits
Service indicator: number of exhibits, performances; program attendance
6. Utilize meeting rooms for ESL Classes
Service indicator: number of classes; class attendance



4. PLAN OF SERVICE – GOALS, OBJECTIVES, SERVICE INDICATORS

DIVERSE GROUPS IN THE LIBRARY

GOALS, OBJECTIVES AND SERVICE INDICATORS

Goal: Serve the diverse groups using the library

A. Objectives – Programs and Services

1. Implement age appropriate programming, in Spanish and English, to include toddler-times, pre-school and primary grade story-times, book clubs, summer reading programs, reading incentive programs (partnering with businesses for prize sponsorship) and cultural programs for children in K-6.
Service indicator: program registration and attendance
2. Serve young adults with programs of interest, including the development of a Teen Council, a teen focused summer reading program, and provide outreach services to junior and senior high schools.
Service indicator: number of programs; program attendance
3. Develop bi-lingual cultural programs, book discussion groups, training for literacy tutors, travel, summer reading and other topical programming for adults.
Service indicator: program attendance
4. Provide basic instruction, in English and in Spanish, on the use of the computer and the Internet targeted for adults and seniors.
Service indicator: class attendance
5. Conduct tours of the facility for local adult education programs including ESL classes.
Service indicator: number of tours
6. Offer tutor training workshops for volunteers interested in participating in the literacy program.
Service indicator: workshop attendance
7. Supply information on job hunting, vocations, career and job development, higher education opportunities, Elderhostel and other opportunities of interest for adults and seniors.
Service indicator: information inquiry statistics
8. Offer tours to ESL classes, parent groups (PTA, Healthy Start and other groups for families)
Service indicator: numbers of tours
9. Offer expanded reference, reader's advisory and information services to all the residents of the west Anaheim community
Service indicator: use counts at the 2 service desks
10. Provide access to word processing software and computers
Service indicator: computer use statistics

B. Objectives – Collections and Resources

1. Expand collection to 100,000 volumes of materials relevant to the needs of the community.



- Service indicator:* number of volumes; circulation; turnover rate of collection
2. Develop Spanish, Chinese, Arabic and Farsi collections to meet the needs of these diverse populations.
Service indicator: number of volumes; turn-over rates of each collection; circulation numbers.
3. Provide materials of practical use to the community including, but not limited to, home repair how-to, making items useful for the home, vocational and career guidance, vocational and educational testing, developing job skills and job search skills for adults.
Service indicator: number of volumes; turn-over rates of each collection; circulation numbers.
4. Create collections of interest to senior citizens include materials on retirement, travel, volunteerism, investing and financial management, health, medical and other topics of interest.
Service indicator: number of volumes; turnover rates of specific collections; circulation numbers.
5. Expand mystery, fiction and genre collections of interest to children, young adults, adults and seniors.
Service indicator: number of volumes; turnover rates ; circulation numbers.
6. Maintain collections of adult, young adult and children's materials to meet their recreational needs, including popular fiction, recreational interests such as sports and crafts and general non-fiction.
Service indicator: collection size; turnover rate; circulation numbers.
7. Provide expanded access to the Internet and database products of use to children, young adults, adults and seniors.
Service indicator: usage statistics for the Internet; usage statistics for the database products
8. Review all collections annually for outdated items and items no longer relevant.
Service indicator: number of items withdrawn; circulation statistics; turn-over rates for the collections

C. Objectives – Spaces

1. Create quiet study, reading and browsing spaces, including an outdoor Reading Garden, for young adults, adults and seniors.
Service indicator: user seat counts
2. Design separate areas for children and their families to browse, read aloud and complete homework assignments.
Service indicator: user seat counts
3. Provide computer labs, adult/young adult and a children's mobile lab, for basic instruction, computer use database product use
Service indicator: user seat count
4. Separate collection and seating areas for adult, young adult and juvenile collections
Service indicator: user seat counts
5. Develop a specific area for non-English collections to include seating
Service indicator: user seat counts



6. Maintain an adult/young adult Information Desk in the adult/young adult area that would include Reference/Reader's Advisory; and, a children's Reference/Service Desk in the Children's area.

Service indicator: user inquiry statistics collected at each desk

7. Provide a Computer/Copy center area for adults and young adults containing word processing computers, typewriters, a fax machine and copiers for public use.

Service indicator: use statistics for each equipment item



5. PLAN OF SERVICE – TYPES OF SERVICES

STAFFING

For the new and larger Haskett Branch Library to fulfill its mission and meet its objectives, its staff must have the skills, abilities and resources to implement the plan of service. Under the direction of an experienced Library Services Manager, the staff must build appropriate and relevant collections, develop and implement age appropriate services and programs, and provide reference and information services including electronic services to a diverse patronage. They must know the community, understand and promote the Library's role in that community, and achieve effective partnerships with its schools, churches, businesses and organizations. Given its size, proposed hours of service and multiple service roles, staffing levels will be higher than at the other three Branch Libraries, and will reflect the particular service needs of the community. Opening day staff levels will include:

FULL TIME STAFF

Library Services Manager (1)

Responsible for the Branch operation, including the facility, staff, collections, programs and services.

Librarians (2)

Provide professional library services to adults, teens and children. Select materials, develop and present programs, both in-library and on a community outreach basis. Supervise and train para-professional and clerical staff; recruit, train and supervise volunteers. Resolve problems, provide staff assistance to the Manager, and oversee the library in the absence of the Manager.

Library Technician/Assistant (1)

Under the guidance of a Librarian, provide direct customer service including programming, reader's advisory and information retrieval assistance and outreach services to schools and community groups.

Senior Clerk (1)

Oversee the circulation functions of the Integrated Library System; provide direct customer service to patrons at the Circulation Desk; supervise and train part-time clerical, page and volunteer staff; prepare weekly and monthly reports.

Library Clerk (1)

Provide direct customer service at the Circulation Desk; collect data for reports and complete circulation related duties as assigned.

PART-TIME PERMANENT STAFF

Librarian (1)

Library Technician (1)

Library Clerk (1)



PART-TIME TEMPORARY STAFF

Staff in these classifications will be scheduled throughout the year as needed to meet fluctuating service demands, up to the maximum hours shown for each classification.

Librarian	1,900 hours per year
Library Technician	1,900 hours per year
Clerk/Library Clerk	4,000 hours per year
Library Page	6,500 hours per year

SYSTEM SUPPORT

In addition to the staff specifically assigned to the Haskett facility, the Branch Library will be supported by the Anaheim Public Library system with staff resources, located at the Central Library and working in a variety of capacities, including, but not limited to:

Youth Services

Library Services Manager for Youth Services

System Young Adult Librarian

Senior Librarian, Bookmobile Services

Technology Services

City Network Coordinator

Library Integrated Systems Coordinator

Public Access System Coordinator

System Technicians (for public access computers)

Adult Services

Local History Curator

Principal Librarian for Collections and Adult Programs

Principal Librarian for Reference and Technology

Principal Librarian for Literacy Services

Customer and Collection Support Services

Library Services Manager for Customer Service

Senior Office Specialist

Clerical support staff for circulation, technical and automated services

Administrative Services

Staff Training, City Trainer

Finance and Budget

Office Support staff

Library Graphic Artist



5. PLAN OF SERVICE – TYPES OF SERVICES

PROGRAMMING

Programs for Youth

The Haskett Branch Library currently offers an extensive range of programming for children from pre-school through elementary school age. Pre-school and family story times are presented several times each week. After school programs feature crafts and stories for students. In addition to the traditional summer reading program, Haskett conducts other reading incentive programs throughout the school year. Programs ranging from cultural celebrations to story telling festivals featuring chalk painting, face painting, balloon sculptures, music and dance, are held several times each year. With the occasional guest story tellers, magicians, and animal handlers, these programs draw audiences in excess of 400 to the Library. Because of its limited space, these programs frequently spill over into the adjoining park.

In response to input from the Hispanic/Latino Focus Group (*Needs Assessment Study*), Spanish language story times for families and pre-schoolers will be added to the existing roster of programs.

Programs for Teens

With a larger staff and a larger facility, the new Haskett Library will be able to expand its current programming, initiating programs for teens, adults and seniors. The Young Adult Librarian (housed at Central) is developing services for Teens system-wide, including a Teen Advisory Council with representatives from each of the five libraries. The Council will serve as a sounding board for developing relevant collections and programs. Poetry readings, book discussion groups and game nights have all been identified by teens as desirable programs. Through the Community Services' Department's Volunteer Program "Volunteens" have the opportunity to work as volunteers throughout the summer, assisting Library staff with the Summer Reading Program activities including programs for children. The Haskett Library's opportunities for Teen volunteers will increase in the new facility.

Programs for Adults

The Adult Book Discussion group currently offered at Haskett will continue to be featured in the new facility. With the larger public meeting room, author programs can also be presented. Quarterly programs designed to draw an adult audience can focus on topics from travel to retirement planning to genealogy and local history. The collaboration with the North Orange County Community College District will make available to the community both adult education classes and guest speakers on a variety of topics.



The computer lab for adults and teens will be designed to accommodate small group instruction. Staff at the Central Library has already developed teaching modules which are used in the Gates Lab, and which will be revised as needed for both English and Spanish instruction at the new Haskett facility.



5. PLAN OF SERVICE – TYPES OF SERVICES

HOURS OF SERVICE

Since the new Haskett Branch Library will be the second largest in the Anaheim Public Library System, and will serve its community as a central meeting place in addition to providing traditional library services, its proposed 64 hours of service will be second only to those offered by the System's Central Library, nearly four miles to the East. It will also be the first Library within the system to offer Sunday hours in response to the local demographics that show heavy use by students and families.

The *Needs Assessment Study* profiled library usage by day and by hour, showing distinct patterns. In addition, it identified two disparate Library user groups with differing needs for collections and services. The proposed Haskett Branch Library hours address current usage patterns and hours preferences of both major patron bases, families and youth, and adults and seniors.

Proposed Hours:

Monday, through Thursday	10:00 a.m. to 9:00 p.m.
Friday and Saturday	10:00 a.m. to 6:00 p.m.
Sundays	1:00 p.m. to 5:00 p.m.



.5.PLAN OF SERVICE – TYPES OF SERVICES

COLLECTIONS

The physical limitations of the current Haskett Branch Library preclude providing the area's residents with the depth and breadth of collection resources that would meet their needs. Each of the Focus Groups convened as part of the *Needs Assessment Study*, clearly made expanding the collection a priority, whether it was additional reference resources, best sellers, large print books for seniors, curriculum support materials for Kindergarten to 12th Grade students or additional materials in Spanish and Asian languages. The inability to do so in the present facility was evident. The Branch's permanent shelving was designed to house print only resources, and holds on shelf, a tightly squeezed, and difficult to retrieve, collection of approximately 30,000 volumes. Another 5,000 items, predominantly non-print or special collections such as board books for children, are housed on moveable carts and racks, which are frequently rearranged to provide space for programming. Since there are 15,000 to 16,000 more items in circulation at all times, the collection has been able to grow beyond the shelving capacity to its present 51,000 item size, a still inadequate collection for the diverse service population.

The new Haskett Branch Library will permit the current collection to be effectively displayed and accessed by patrons. The additional space will also allow the collection to grow to an optimal 90,000 to 100,00 items, providing a reasonable 1.5 items per service area resident. The collection will encompass both print and standard non-print media such as videos and DVDs, books on cassette and CD, and music CDs. Other formats will be added as they are developed. The reference collection will be significantly expanded, with both print and electronic resources (web-based and CD ROM), providing access to previously inaccessible resources.

The seven Focus Groups, while agreeing on the need for an expanded materials collection, expressed a need for different types of materials, which corresponded with the two distinct patron groups identified by the *Needs Assessment Study*. The first group, comprised of the majority of area residents (75%+) who are predominantly Hispanic/Latino or Asian families, includes recent immigrants with limited English language and/or literacy skills, and who are considered economically and educationally disadvantaged. The second, much smaller group consists of the primarily White, long term area residents, including Seniors, who have higher levels of both education and income.

Meeting the collection needs of both groups requires both the expansion of some areas of the collection and the addition of new materials not found in the current Haskett Branch Library collection. Augmenting the present materials budget by \$25,000 for the new library's inaugural year will address those subjects currently underrepresented, and enable staff to develop more need-based collection development plans for the ensuing years. Bearing in mind the Library's two main user groups, the multi-media collection will focus on meeting the needs of these patrons.



Collections – Pre-School/Primary

With the need to develop reading and language skills, the youngest patrons will find a collection of board books, alphabet, numbers and concept books, and beginning readers with a focus on bi-lingual books when possible. Reading skill development will be reinforced with book and audio sets. Picture books, including folk and fairy tales, will cover a range of reading levels from pre-school through early elementary grades.

In addition to the audio sets, a large collection of videos and DVDs, both for instruction and for entertainment will be available. Music CDs for home use will enable families to replicate at home some of the fun experienced at library programs.

Collections - Students K-12

Children in the elementary grades will enjoy a collection geared to both their academic needs and their recreational reading interests. Curriculum support materials at appropriate reading levels will supplement the instructional process at local schools. California Department of Education reading lists, Magnolia and Centralia School District curriculum guides, and the American Library Association's lists of Best Books for Children will aid staff in choosing relevant materials. A wide range of reference materials, both print and electronic, will broaden student access to needed tools.

The video and DVD collections will include both entertainment and instructional materials ranging from video biographies to history, science and nature, math and social studies. Special services such as Tutor.com will enable the students to obtain personalized assistance with their homework needs. The collection will encompass English and Spanish materials as its primary focus, supplemented by Asian and other languages as the need develops.

Secondary school students will find a much expanded reference collection to support their academic studies. A graphic novel collection, a youth targeted periodical collection and a browsing collection addressing the interests of young adults will anchor the teen area. Expanded hi-interest, low vocabulary holdings will aid language development for the many students learning English. With an integrated adult and young adult non-fiction collection, students will find materials to support their academic endeavors and career goals in a wide range of reading levels. A broad range of educational and vocational testing materials will be available. The emphasis on Spanish and bi-lingual materials will extend to this joint use collection.

Collections – Spanish and Non-English Languages

Large numbers of children are brought to the library by their parents after school and on Saturdays. Mothers and fathers participate in the many story time offerings, and attend the special programs presented year-round. Many of the parents have limited language skills, with the children frequently serving as translator. An expanded Spanish language collection with books and videos on subjects ranging from parenting, cooking, auto repair, health and hygiene, computers, immigration and



learning English will address their needs. These materials will mirror the English language holdings already found in the collection. A small fiction collection with both Novelas and some American best selling authors in translation will be added. When the service population reaches 10%, a Chinese language collection for adults will be added. Other languages such as Arabic and Farsi will be made available as the need develops with changing demographics.

Collections - Adults

The area's long time residents will find a larger Best Seller collection, reflecting their wide-ranging reading interests. The limited fiction holdings will be augmented to meet the needs of the recreational readers, who were looking for mystery, romance and western titles not previously available. The reference collection will be expanded to include some business titles, particularly for finance and investments. Family law, landlord and tenant law, small business ownership and other previously limited subject areas will be expanded. History, travel, the natural and social sciences will be expanded. Books on cooking, interior design, home repair, crafts and hobbies will be added.

With the integrated adult and young adult non-fiction collection, readers in both demographics will find a much broader range of materials to peruse.

Collections - Seniors

Packets of books in large print will rotate to the Haskett Branch Library on a quarterly basis, providing new fiction and non-fiction reading to those Seniors who experience difficulty reading standard print.

Collections – Media

Recorded books on both tape and CD will be provided, primarily in English, but also in Spanish when possible. The existing video and DVD collections will continue to grow, addressing the needs of both primary user groups, as will the music CD collection. As new media formats are introduced, they will be added to the Haskett collection, reflective of the diverse demographics and the identified user needs.

Collection development at the Haskett Library will not be static. It will be responsive to user input, to changing market trends and innovations. Staff at the Branch will be aided in selection by Central staff, including the Library Services Manager for Youth Services and the Principal Librarians for Reference and Electronic Services and for Collections and Adult Programs.

CURRENT COLLECTIONS AND TARGET AUDIENCES

"Easy" (Picture) books	Families with young children Preschool/primary grade classes/teachers
Juvenile Fiction	Elementary school children 3 rd – 6 th grade
Juvenile Poetry	Elementary school children 3 rd – 6 th grade
Fairy Tales	Elementary school children 3 rd – 6 th grade
Beginning Readers	Primary grades children/teachers
Juvenile nonfiction	Elementary school children--general interest and homework assignments
(integrated with adult nonfiction)	General adult interest/homework assignment material for Jr/Sr high school student and
Adult nonfiction	Recreational reading - Adults/Seniors Jr/Sr High School students
Adult fiction and Large Print	Recreational reading - Jr/Sr High students
Classics	Jr/Sr High School students
Young Adult Collection	Recreational and general interest - adults
Reference collection	Spanish speaking families with small children and recreational reading for Spanish speaking school age children
Adult Spanish language	Adults and children
Juvenile Spanish language	Adults and children; homework assignments
Videos: popular & Feature films	Adults
Videos: educational & Documentary	Word processing on internet and 9 dedicated workstations (AlphaSmarts)
Music CDs	Microsoft: Word, Excel and Powerpoint
Computer programs	Infotrac includes: General Reference Center Health Reference Center General Business file Business & Company Resource Center Acxiom Infobase Telephone Directory Health and Wellness Resource Center Newsbank includes indexes to 4 California newspapers and 2 national newspapers.
Electronic resources:	Forms on File Encarta: Dictionary Encyclopedia Research Organizer
Other electronic reference sources:	



Africana
Mitchell Auto Repair

COLLECTIONS TO BE DEVELOPED IN AN EXPANDED HASKETT LIBRARY

REFERENCE:

Current collection reflects the needs of the school-age population for assignment related reference materials. The broader spectrum of reference materials should be developed to meet information needs of the adult patron, professionals and small business owners; multilingual dictionaries, general business, medical and legal references.

ENGLISH AS A SECOND LANGUAGE:

Expand electronic resources to include language learning programs. Expand library materials to include ESL materials in multi media formats for speakers of Spanish and Arabic languages.

CAREERS:

Career and vocational guidance for High School/College students and mid career adults who are transitioning to new vocation or retraining. Current collection is inadequate with a few reference items and virtually no circulating materials. Need materials on individual careers to circulate.

TEST PREPARATION:

Full range of civil service examinations, professional license examinations, etc to meet the needs of young adults just entering the workforce and for mid career adults who are transitioning or retraining.

MIDDLE EASTERN LANGUAGES:

As the Arab/Muslim population in Anaheim grows there will be increasing demand, not only for ESL, but for materials written in the native languages as well (Arabic, Farsi, etc.).

HOW TO and REPAIR:

Repair books on everything from automobiles to household appliances to electronic equipment (computers, telephones, CD players, televisions, etc). All types of how to information gardening, home repair, masonry, plumbing, etc.

MEDIA:

CD collection needs to be further developed as is it inadequate to meet the needs of the community in an expanded facility.

DVD: currently this collection has not been developed (only a few titles exist in this collection). As the community has increased access to this technology, there will be more demand for this format in the future.



.5. PLAN OF SERVICE – TYPES OF SERVICES

SPECIAL SERVICES

Bookmobile

Since the new Haskett Branch Library will be the “hub” for library services to the whole of West Anaheim, its role in service delivery will go far beyond its physical plant. It will also serve as the base for a second Anaheim Public Library Bookmobile, scheduled to come into service for the 2003/04 Fiscal Year. When the new facility is complete, the vehicle and its accompanying staff will relocate to Haskett, enabling the Library to extend its collections and services into under-served neighborhoods within West Anaheim and to South Anaheim.

Literacy

The Anaheim Public Library’s adult literacy program, L.I.F.E. (Literacy is for Everyone) will be continue to be offered to West Anaheim residents, who will be recruited both as tutors and students. L.I.F.E.’s records show that 27% of the program’s current participants live in West Anaheim. Two dedicated computer work stations will offer a variety of tutorial programs for self-paced learning. As a complement to that program, collaboration with the North Orange County Community College District’s School of Continuing Education will provide free ESL classes on site to area residents. The Library and College District will jointly provide Family Literacy training including orientation to public library collections and services.

Career Guidance

In the discussion stage with the North Orange Coast College School of Continuing Education is a collaborative effort to provide area residents with resources and services for career planning. This may include on-site programs and counseling and curriculum support collections for student use.



PLAN OF SERVICE – TYPES OF SERVICES

PLAN OF SERVICE – COMMUNITY SERVICES/PARTNERSHIPS

Magnolia School District

Haskett Branch Library's primary collaboration is the Joint Use Cooperative Agreement established with the Magnolia School District (Joint Venture Projects), which formalizes the long standing relationship between the Library and its near neighbor, Maxwell School. Although Maxwell School is the focus of the collaboration, the Library will provide services to other Magnolia District elementary and junior high schools within its service area.

Anaheim Achieves

The Haskett Library has been a partner in the award winning Anaheim Achieves Program, which is co-sponsored by the Anaheim YMCA, the Community Services Department and the Anaheim City School District, as well as the Magnolia School District. This innovative program provides after school instruction and recreation to more than 1,000 at-risk City youth. The Library has offered access to computers for homework help, presented story time programs and book talks to children enrolled in the program, and worked with Anaheim Achieves staff in developing and monitoring the program. This partnership will continue with the new Library.

North Orange County Community College District

The North Orange County Community College District's School of Continuing Education moves to West Anaheim in January, 2003. Initial discussions with District staff have identified multiple areas of future collaboration, from District provided ESL classes on site at the Library, to career planning services, District supplied curriculum support materials, Family Literacy classes, and counseling services. Implementation of this partnership is dependent upon construction of a new facility, due to lack to space at the current Library.

Boys and Girls Club

West Anaheim has a new site for the Boys and Girls Club at Schweitzer Park. With an expanded staff, the Haskett Library will be able to offer story times or a monthly Reader's Club to the children on-site. Service to the Boys and Girls Club will be implemented when an expanded Haskett Branch Library opens for service.

Project Head Start

With the enlarged facility and additional staff, the Haskett Library will be able to formalize a relationship with this vital community program, scheduling group visits to the Library and providing bi-lingual staff to do on-site story time programs quarterly. Staff can also work with the parents to encourage reading as a family activity.



Recreation/Human Services

As part of the larger Community Services Department, the Haskett Branch Library will continue its involvement with the Department's Recreation and Human Services Division, which encompasses services to Seniors, the Kids in Action program, the neighborhood centers, West Anaheim's Brookhurst Community Center, arts and special events, youth programs and the Therapeutics Center. Library staff regularly support programs and events offered by the Division, and benefit in return from programs presented at the Library as part of the Summer Reading Program activities. A satellite library collection is under discussion for the expanded Senior Center under construction at the Brookhurst Community Center.

PLAN OF SERVICE – MEETING SERVICE NEEDS

Forty years of direct library service from this location combined with 5 years of extensive planning and months of recent data analysis gives this Plan the foundation to identify and plan for specific community library needs for the residents of west Anaheim. The ethnically diverse resident user groups include both adults and youth, with patron registration evenly split between these two main patron types. The adult population includes readers, seniors, adult students, and parents. The youth users include preschoolers, a large percentage of elementary students, and teens. 40% of the housing surrounding this branch are low-income households with no or very limited resources for reading, learning, or computing.

This plan aims at restoring a service balance to all residents. The service focus to diverse multi-lingual, low-income preschoolers, elementary students and their families will not diminish, but it will be complemented and expanded to include more space, programs, and collections for other user groups: preteens, teens, adults and seniors. High demand community room spaces for small to large groups will be restored and expanded to reengage various neighborhood groups in the wider community through accessible space and cultural programming.

The plan continues the support of technology for all user groups and levels of computer literacy. A highly functional infrastructure, provided by a new branch building, gives space for several computer labs to support concurrent instruction and use by teens, adults, and youth. The expanded infrastructure will mean more electronic resources for curriculum support and personal interests.

The library-related realities of service at the Haskett Branch Library is that the individuals who live and work in this area are not one homogeneous group of people. They have differing needs for library services depending upon their age, employment, income, housing, education, ethnic and cultural background, and literacy level. This complex, crowded and diverse West Anaheim community demands a broad range of library resources, services, space, and staff expertise at this West Anaheim area branch. The combination of a large under-served population of ethnically diverse newcomers and the long served, but now underserved adult and family readers, mandates that Haskett continue to fill multiple



roles and provide targeted services. Only a larger facility with space for the diverse user collections and resources will accommodate the needs identified in this plan of service.

